Government of Yukon

Yukon Government NEWS release

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Healthy Living Campaign Targets Rural Yukon Women

WHITEHORSE - Health and Social Services Minister Glenn Hart and Community Services Minister Archie Lang today launched a new healthy living campaign aimed at women in rural Yukon.

The campaign, 'Today for you I care for me' encourages women to adopt healthier lifestyles, by providing them with messages and information on active living, healthy eating and smoke-free living. These messages support the programs run through the Recreation and Parks Association of Yukon (RPAY), one of four partners in the initiative. The other partners are Community Services' Sport and Recreation branch, the department of Health and Social Services' Health Promotion unit, and the Centre for Health Promotion, Public Health Agency of Canada.

"We are pleased to be able to offer healthy living programs to women in rural Yukon, who often do not have access to programs usually only available in larger centres, such as Whitehorse," Hart said.

Rural women will have access to programs such as RPAY's flagship program 'healthy options for you'. This one-day workshop provides simple ways to live a healthier lifestyle by incorporating healthy food choices and embracing active living. In the weeks to follow, participants will design a wellness plan and work with a dietitian.

"Providing sport and recreational opportunities along with the education about why it is important to live actively, is a necessary step in keeping Yukoners healthy," Lang added. "We are pleased that these programs involve an educational component to increase awareness of the importance of living a healthy lifestyle."

Rural women will be offered personal challenges such as 'Walktober', a step challenge in October. The healthy eating challenges will invite participants to explore the food groups while uncovering the power behind fruit and vegetables and the importance of calcium and fibre-rich foods. Smoke-free living support will also be available through the 'Quitpack' program and other resources.

Women wanting more information can call RPAY toll free at 1-866-961-WALK (9255) or 867 668 3012.

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